



Mesa Arch, Canyonlands NP

JON M. HUNTSMAN, JR.
Governor

GARY R. HERBERT
Lieutenant Governor

Governor's Office Of Economic Development

JASON P. PERRY
Executive Director

Utah Office Of Tourism

801-538-1900
800-200-1160

WWW.UTAH.TRAVEL
TRAVEL.UTAH.GOV

LEIGH VON DER ESCH
Managing Director

TRACIE CAYFORD
MICHAEL DEEVER
Deputy Directors

STACEY CLARK
Newsletter Editor

CHAD DAVIS
Layout

Board Of Tourism Development

KIM MCCLELLAND
Board Chairman

COLIN FRYER
Vice Chairman

BOB BONAR

STEVE BURR

CAMILLE CAIN

HANS FUEGI

MONA GIVEN

FRANK JONES

GEORGIANNA KNUDSEN

STEVE LINDBERG

JEFF ROBBINS

SHELLEICE STOKES

BOB SYRETT

Managing Director's Message

Leigh von der Esch



We hope you will enjoy the new format of our Utah Office of Tourism newsletter that you will now be receiving monthly instead of quarterly. The streamlined layout contains timely news and information on Utah's tourism industry, as well as an update on research and other activities from our office. Our calendar will provide you with a list of our current and upcoming trade shows, familiarization tours, board meetings and other activities so you can partner with us on Utah trade and marketing opportunities across the country and overseas. If there is a trade show the state is attending or has a presence, and you wish to attend or partner on the event, email pdenny@utah.gov for more information.

Our new travel guide for '06/07 has arrived. Utah's "Life Elevated" brand is now in market, and our call volume is up here at Council Hall. Television ads are currently running in Denver, Las Vegas and Los Angeles, with print ads

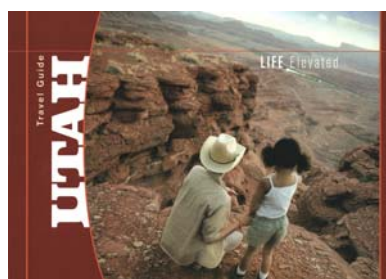
appearing in national travel magazines and major newspapers. And FYI, The Utah Board of Tourism Development will be considering the FY '06/07 marketing spend at their September 15 board meeting at the Bear River Migratory Bird Refuge Wildlife Education Center.

We appreciate you, our tourism partners, and the co-op marketing that is greatly contributing to the promotion and advertising of the state. We hope you will share this newsletter with your staff and local tourism colleagues, and please let us know if others need to be added to our mailing list. Thank you for your efforts to promote Utah!

If you would like to view our '05/06 media spend, go to <http://travel.utah.gov/advertising>

New "Life Elevated" Travel Guides Available

The new Utah Travel Guide, now available for out-of-state visitors and Utah residents, celebrates the state's "Life Elevated" brand. The 144-page guide functions as the primary response piece for domestic and international requests for visitor information, as well as an introduction to the entire state used during trade and consumer travel shows.



The new Travel Guide's cover features Utah photographer Lori Adamski-Peek's image of a mother and child at the Green River Overlook in Canyonlands National Park

"Nestled in the heart of America's Mountain West, Utah's white peaks and red valleys, deserts and alpine meadows provide a greater range of attractions for you than anywhere else on Earth," says Governor Jon M. Huntsman,

Jr. in his greeting on the first page of the brochure.

"We're excited about this reformatted and expanded publication," says Leigh von der

Esch, managing director of the Utah Office of Tourism. "Our additional funding from the legislature enabled us to create a publication that, more than ever, visually represents the beauty and diversity that Utah offers the traveler."

The new Travel Guide includes year-round, statewide information on destinations, activities, events, lodging, guides and outfitters, as well as a pull-out map of the state.

The Utah Office of Tourism printed 200,000 travel guides. Copies are now being distributed to tourism offices and welcome centers around the state. Visitors can also request a complimentary copy by contacting the Utah Office of Tourism or by visiting www.utah.travel.

Cooperative Marketing Program Workshops Provide Applicant Guidance



Attendance at the marketing workshop



UOT's own Kelly Day presents

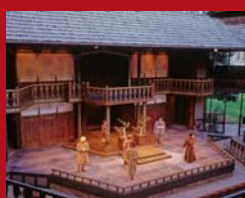
Representatives from non-profit destination marketing organizations, counties, cities and cultural heritage and arts organizations gathered during mid-July in workshops in Richfield and at the State Capitol Complex in Salt Lake City to receive information on the Utah Office of Tourism's Cooperative Marketing Fund. Application requirements, current forms and procedures were discussed, as well as best practices for successful funding applications. The workshops also included opportunities for potential applicants to have their project specific questions answered by members of the UOT staff and the marketing committee of the Board of Tourism Development.

In FY 05-06 nearly \$2 million were awarded through the

Cooperative Marketing Fund to finance promotional projects influencing travelers in out-of-state markets to visit Utah. (See *Utah Shakespearean Festival*, below) In FY 06-07, approximately \$2.2 million will be awarded in a single cycle with project funding decisions announced this fall.

The deadline for FY 06-07 applications was Friday, August 4. A total of 54 applications were received, requesting \$2.7 million from a co-op allocation of \$2.2 million. Optional oral interviews with Board of Tourism Development marketing committee members will be held September 11 and 12 in Salt Lake City. The marketing committee plans to present its funding recommendations to the full Board of Travel Development on September 15.

Utah Shakespearean Festival Benefits From Co-op Marketing Program



The Adams Outdoor Theater is so authentic that the BBC filmed part of its Shakespeare series there

(Cedar City's) Utah Shakespearean Festival has kicked its marketing into turbo drive thanks to state (cooperative) tourism funding.

Marketing Director Donna Law says the Cedar City festival suddenly has the money to afford ads in such high-value magazines as *Sunset* and in Los Angeles theater programs. She's especially pleased they have an ad running at the Hollywood Bowl.

Law says the (Cooperative Marketing) program has made it possible to run joint ads which feature the festival but also encourage people to come to Utah, specifically Iron County. Using such partners, Law says the festival can leverage its usually small ad budget to reach a far greater audience. She says this use of the money directly fulfills (Utah's) tourism funding mandate to create economic development and build the state's image.

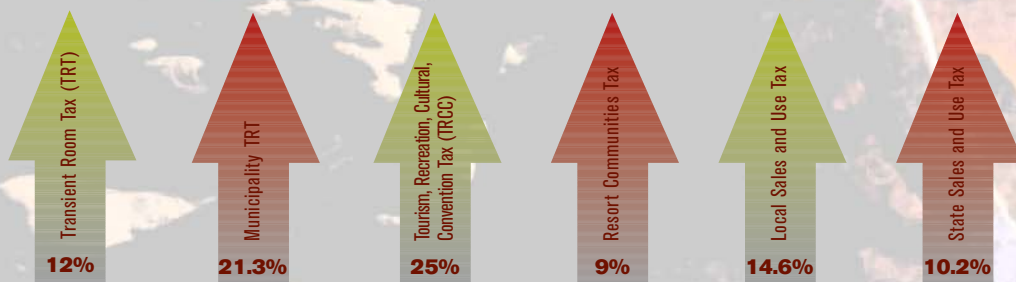
Excerpted from Salt Lake City's Metro Network wire service

FY 05-06 Tourism Taxes Indicate An Upward Trend



TRT revenues help fund local tourism marketing efforts, as well as facilities such as Sandy's South Towne Exposition Center

A preliminary report from the Utah State Tax Commission shows across-the-board increases in tourism-related taxes collected during the last fiscal year. Compared to 2004-05, Tax Commission estimates show the following increases:



Visitor Information Sheets "At a Glance" Now Available



The Utah Office of Tourism recently completed 13, in a planned series of 30, single page overviews of statewide activities. Dubbed "One Sheeters," the colorful publications will be used to attract attention and promote Utah's diversity at trade shows. They will also be distributed through the state's Welcome Centers and are available on the Internet at travel.utah.gov.

Dubbed "One Sheeters," the colorful publications will be used to attract attention and promote Utah's diversity at trade shows.

The current "One Sheeters" include pieces on Utah's national parks, state parks, bicycling, activities for kids, Native American cultures past and present, statewide dinosaur attractions, off-highway vehicle action, our unique golf courses, destination spas, festivals, ranch and cowboy activities, Utah's Olympic venue sites and a compilation of "Must See" attractions.

Coming Soon: Adventure, Agriculture, Arts, Birding, Camping, Cultural Heritage, Filmed in Utah, Hike, Hunting & Fishing, Mormon Heritage, Music, Restaurants/Nightlife, RV, Scenic Drives, Shopping, Ski, Sports, Water Sports, Winter Sports

Dave Williams Named VP of Regional Research Association Chapter



Dave Williams, new VP of the Travel & Tourism Research Association's Greater Western Chapter

The Travel & Tourism Research Association's Greater Western Chapter (GWTTRA) has selected Dave Williams, research coordinator for the Utah Office of Tourism, as the chapter's vice president for 2007. Dave will assume the position of chapter president in 2008.

The Travel and Tourism Research Association (TTRA) is an international network of travel and tourism research and marketing professionals from a wide variety of backgrounds. TTRA functions as a primary resource for providers and users of travel and tourism research.

Utah Ranked Nationally Among Top Ten Best Places to Film



Aaron Syrett, Director Utah Film Commission, and Sally Kemper, Associate Editor of P3/Production Update Magazine

Utah has been chosen as one of the top ten best places to film in the United States. P3/Production Update magazine's associate editor, Sally Kemper, made the announcement at the Utah Film Commission's annual Film Industry Luncheon on July 14. The top ten states were rated on film incentives, locations, crew-base and overall film-friendliness during 2005. Utah ranked ninth in the nation but was rated second place regionally behind New Mexico, which ranks second in the nation overall.

Special guest speaker Governor Jon M. Huntsman, Jr. addressed over 350 members of

the film community at the luncheon, expressing his interest in film and his commitment to the local industry. Governor Huntsman highlighted some of the industry successes over the past year and shared his financial aspirations for the next legislative session, hoping to obtain between \$3 and \$5 million in ongoing funds for the Motion Picture Incentive Fund. Governor Huntsman also paid homage to the crew members in Utah who are responsible for the state's outstanding filming infrastructure.

Guest speaker Tim Nelson, chairman of the Motion Picture Association of Utah, addressed the importance of the 15:1 return on investment that the state has received as a result of the Motion Picture Incentive Fund. Nelson gave special recognition to legislators who helped with the incentive funding during the legislative session and encouraged crewmembers to become more actively involved in the MPAU.

Office of Tourism Staff Out And About

Utah Office of Tourism staff members will be participating in these trade shows, conventions, meetings & seminars, FAM tours, conferences and events.

Spotlight: German Sales Team

The Utah Office of Tourism is pleased to announce that the German marketing contract with *Get It Across* has been renewed. In addition to Albert Jennings and Guenter Weirich, Sebastian Stauder will function as our account executive, with Kathrin Berns handling all press related projects.

Utah Office of Tourism
c/o Get It Across Marketing
Neumarkt 33
D - 50667 Köln, Germany
Fon: (0049) - (0)221 233 64 06
utah@getitacross.de

Also, the following supplier partners will be joining Patti Denny (with the UOT) and Get It Across Marketing on a five city German sales mission: Marilyn Stinson, Deer Valley Resort; Patton Murray, Park City Chamber/CVB; Jeremy Robert Chase, The Inn at Solitude (Salt Lake CVB); and Jeff Harding, St. George Area CVB. City stops for the delegation will include Hamburg, Hannover, Frankfurt and Munich, with in-office presentations directed towards both the product and reservation teams of major German tour operators promoting the USA.

8/19-23	ESTO / TIA, Minneapolis, MN
8/19-9/9	German writer for publications <i>Alpin</i> , <i>Tours</i> and <i>Nurnberger Zeitung</i> on statewide RV camping FAM
8/21-27	Tohsei, publisher of the Japanese Western USA Travel Planner, <i>W'EST</i> , to tour northern Utah
8/22	Canadian Addison Travel Trade Show, Victoria, British Columbia
8/24	Canadian Addison Travel Trade Show, Vancouver, British Columbia
8/25-9/3	German Trade Mission, <i>see spotlight at left</i>
8/30	Canadian Addison Travel Trade Show, Edmonton, Alberta
8/31	Canadian Addison Travel Trade Show, Calgary, Alberta
8/31-9/8	Japanese Ski Association to hike Utah's national parks to develop "Get Fit" tours
September	German <i>BIKE</i> magazine to bicycle Capitol Reef NP, Highway 12, Bryce Canyon NP and Zion NP
9/9-11	Grand Circle Association Meetings, Lake Powell, UT / AZ
9/12-13	Ski Utah Fall Media Events, New York, NY
9/12-13	Travel Leadership Capital Summit, Washington, DC
9/15	Board of Tourism Development Meeting, Bear River Bird Refuge, Brigham City, UT
9/20-24	Northern media tour to visit Davis, Box Elder, Weber and Cache counties
9/22	GWTTRA Board Retreat, Mesquite, NV
9/25	Canadian Addison Travel Trade Show, Montreal, Quebec
9/26	Canadian Addison Travel Trade Show, Ottawa, Quebec
9/27	Canadian Addison Travel Trade Show, Toronto, Ontario
9/28	Canadian Addison Travel Trade Show, London, Ontario
October	German <i>AMERICA JOURNAL</i> travel magazine to join Everett Ruess Days
10/2-8	San Juan and Grand counties will host German newspaper <i>GIESSENER ANZEIGER</i>
10/6	Board of Tourism Development Meeting, Vernal, UT
10/11-13	Marketing Outlook Forum / TIA, Boca Raton, FL
10/18-24	German travel agents will tour national parks, Highway 12 and St. George
11/3	Board of Tourism Development Meeting, Moab, UT
11/3-7	NTA 2006 Annual Convention, Salt Lake City, UT
11/6-9	World Travel Market 2006, London, England
11/22-25	FIT, Travel / Consumer Exhibition, Argentina
12/1	Board of Tourism Development Meeting, Salt Lake City, UT
12/2	Grand Circle Association Meetings, Moab, UT
02/12-15	Go West Summit, Portland, OR
03/7-11	ITB, Berlin
04/21-25	Pow Wow International, Anaheim, CA

UTAH™

LIFE ELEVATED™

UTAH OFFICE OF TOURISM

Council Hall/Capitol Hill
300 North State Street
Salt Lake City, UT 84114

RETURN SERVICE REQUESTED

www.utah.travel

PRSRT FIRST-CLASS
U.S. POSTAGE
PAID
SALT LAKE CITY, UT
PERMIT NO. 4621

Utah In The News



"LIFE ELEVATED" AT NEW FLIGHT PARK

The newly created Flight Park State Recreation Area at Point of the Mountain on the south end of the Salt Lake Valley will attract people from around the world for hang-gliding and paragliding.

"It was the essence of 'Life Elevated' ... effortlessly flying through the air," Governor Jon Huntsman said after taking a flight of his own at the location which has been popular with flight enthusiasts since the late 1920s.

MOTHER EARTH'S NEWS MAGAZINE

The August/September issue of *Mother Earth's News* magazine, the nation's largest publication targeted to consumers interested in environmentally conscious lifestyles, named

St. George as one of "Twelve Great Places You've Never Heard Of," based on weather, proximity to recreation and efforts to preserve the area's natural landscapes.

GOLF WEEK MAGAZINE

GolfWeek magazine's latest issue ranks Utah's best public-access courses in the following order: (1) Thanksgiving Point, Lehi; (2) Coral Canyon,

Washington; (3) Wingpointe, Salt Lake City; (4) The Hideout, Monticello; and (5) Sunbrook, St. George.

SPAFINDER MAGAZINE

On the Internet, *SpaFinder* magazine's July/August on-line edition includes an article chronicling the 20-year evolution of Red Mountain Spa near Snow

Canyon State Park. The feature also incorporates a photo tour of Bryce Canyon and Zion National Parks.

Governor Huntsman dedicates the new Flight Park State Recreation Area in Draper



St. George, a "great place you've never heard of," according to *Mother Earth News*



The Hideout Golf Course, Monticello



Red Mountain Spa, Ivins (near Snow Canyon State Park)

